




COBB COUNTY COMMUNITY DEVELOPMENT AGENCY

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Rob Hosack, AICP
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TO: Cobb County Board of Commissioners
Cobb County Planning Commission

FROM: Dana R. Johnson, AICP, Planning Division Manager 

CC: Rob Hosack, AICP, Community Development Director

DATE: January 12, 2007

RE: Planning Commission briefing memorandum: **2030 Comprehensive Plan Amendments**

The Planning Division would like to brief the Board of Commissioners on the results of the Comprehensive Plan Update meeting that took place with the Planning Commission on Monday, January 8, 2007. The memorandum is to inform the Board of the proposed amendment to the draft 2030 Comprehensive Plan. The Planning Commission actions were as follows:

2030 Comprehensive Plan:

Page 8 (striketrough version) – Character Area Map/Residential Revitalization – Add additional verbiage, to the 1st paragraph, to ensure that the Bells Ferry area is considered a revitalization area and not a redevelopment area – **The Bells Ferry area is an example of a revitalization area that would benefit from compatible infill development and the renovation of existing properties.**

Page 16 – Character Area Map – Alter the map to make the Johnston River Line and Brushy Mountain Line more visible.

Page 18 – Future Land Use Map categories – Encourage the Board of Commissioners to authorize the creation of two new future land use categories for residential development over 12 dwelling units per acre.

Page 32 – Future Land Use/Neighborhood Activity Center – Add additional language to the Johnson Ferry Road/Shallowford Road NAC to encourage mixed-use development – **Guidelines for parcels subject to assemblage:**

- **In order to diversify land use and enhance the livability of the existing activity center, vertical and horizontal mixed-use projects should be encouraged in the development this NAC.**

Page 58 – Identify areas for future residential and non-residential growth – Clarify what is the I-75 corridor – The most likely areas to accept this type of additional development are in the incorporates and unincorporated areas along the I-75 corridor that are between the Cumberland CIS and Town Center CID along urban corridors.

Page 57 – Managing Growth – add language addressing the reality that Cobb County is a regional employment center – Over the past few decades, Cobb County has changed from a bedroom community to a regional employment center. This evolution will continue as more jobs locate in edge cities that are located on the periphery of the traditional urban core. Developing these edge cities into functioning urban environments by encouraging a variety of land use types is a key to future prosperity and is an integral component to protecting existing neighborhoods and preserving undeveloped lands in other areas of the county.

Page 57 – Managing Growth – Add language addressing the reality that Cobb County land use policies must be redirected due to the scarcity of vacant land – In general, there is little greenfield property left in Cobb County to develop. Within the 2030 planning horizon, it is important that the county reorient land use policies to encourage the redevelopment of greyfield and brownfield properties.

Page 61 – Economic Development/Targeted Industries – Add coordination with Cobb County Chamber of Commerce in efforts to recruit new business – Cooperation and coordination between the public, private, and non-profit sectors are important in our effort to improve the business climate in Cobb County. The Cobb County Chamber of Commerce in association with the Cobb County Economic Development Department should work together with potential employers to recruit quality jobs into Cobb County.

Page 64 – Traffic congestion – reword order of last sentence – The impact of this can be mitigated to some extent if alternate forms of urban design can be incorporated into the built environment that supports the interconnectivity of streets, the reduction of curb cuts, and inter-parcel access inter-parcel access, and the reduction of curb cuts.

Page 85 – Policies – Add policy to protect Shoupades – Policy 6.21 Develop policies and programs to encourage the preservation and maintenance of the Shoupades found along the Johnstons River Line and other historic archeological features found throughout the county.

Page 96 – Action Items/Neighborhoods – Add bullet to reevaluate land use recommendations on congested roadways – Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements.

Page 97 – Action Items/Loss of rural character in West Cobb - Add bullet to reevaluate land use recommendations on congested roadways – Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements.

Page 119 – Short Term Work Program/Housing – Add the following action items:

- Investigate the concept of “aging in Place” and how it can be encouraged in the county.
- Study various mechanisms to increase affordable housing in the county.

Page 121 – Short Term Work Program/Land Use – add the following action items:

- Prepare a corridor study on Johnson Ferry Road from the Chattahoochee River to Shallowford Road.
- Develop a small area master plan in coordination with the Cumberland CID and the City of Marietta on Powers Ferry Road from Windy Ridge Parkway to Delk Road.
- Develop a study investigating what appropriate land uses changes should be made along various types of corridors.

Page 141 Supplemental Plans – Add general reference for other plans approved or yet to be approved by the county – Upon final passage of the 2030 Comprehensive Plan. The findings, policies, and recommendations of local area master plans/corridor studies that have been approved or accepted by the Board of Commissioners are to be incorporated into this document by reference. The list of plans includes: the Mableton, Town Center, Delk Road Transit Oriented Development, Austell Road, and Cumberland LCI Plans; the Cumberland Far South Area Plan; the Comprehensive Transportation Plan; the Parks and Recreation Master Plan; Cobb Senior Services 10-year Master Plan; Canton Road Corridor Study; Six Flags Drive Corridor Study; SR6 Corridor Study; Kennesaw Mountain National Battlefield Lost Mountain to Brushy Mountain Earthworks Preservation Plan; Senior Adult Transportation Study; the Greenprint study; and any other land use/transportation plan.